



**9th International  
Management  
Conference, 2024**  
08<sup>th</sup> & 09<sup>th</sup> March, 2024



**CO-ORGANISER -  
LOBACHEVSKY UNIVERSITY,  
RUSSIA**

**Responsible Business:  
Breakthrough to Excellence**

Human Resource | Marketing | Finance & Economics |  
Communication | Skill Development



Date : \_\_/\_\_/\_\_

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**Dear Madam/ Sir**

**Sub: 9th International Management Conference-2024**

ASBM University is organising International Management Conference (IMCon, 2024) on 8th & 9th March, 2024, in collaboration with Lobachevsky University on the theme 'Responsible Business: Breakthrough to Excellence'.

We cordially invite academicians, industry practitioners, research scholars, and students to participate and present research papers in the Conference. I am forwarding herewith the conference brochure and poster.

We request you to circulate the brochure and display the poster for wider publicity. Please visit [www.asbm.ac.in/imcon/](http://www.asbm.ac.in/imcon/) for further details. Selected papers will be published in the form of an edited book and other papers will be published in a compendium.

We also request you to nominate delegates for the Conference. Looking forward to your kind response.

Thanking you

Yours Sincerely,

**Dr. Smaraki Pattanayak**  
Principal Director, ASBM University &  
Chief Convener - IMCon 2024

**Conference Venue**

Shiksha Vihar, ASBM University P.O., Bhola (Chandaka), Bhubaneswar, India - 754012

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